

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-22 (canceled)

1 Claim 23 (currently amended): A computer-implemented  
2 method comprising:  
3 a) accepting ad information;  
4 b) determining at least one of (1) a candidate  
5 concept and (2) a candidate concept indicator using  
6 the accepted ad information;  
7 c) presenting the determined at least one candidate  
8 concept and candidate concept indicator to an  
9 advertiser; and  
10 d) determining a representation of the concept  
11 targeting information for the ad using, at least,  
12 advertiser feedback to the presented at least one  
13 candidate concept and candidate concept indicator.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 23 further comprising:  
3 e) determining at least one of (1) a further  
4 candidate concept and (2) a further candidate  
5 concept indicator using advertiser feedback; and  
6 f) presenting the determined at least one further  
7 candidate concept and further candidate concept  
8 indicator to the advertiser.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 23 wherein the candidate concept  
3 indicator is a previously processed search query to which  
4 the ad would have been relevant.

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1 Claim 26 (currently amended): A computer-implemented  
2 method comprising:  
3 a) accepting targeting criteria information  
4 associated with an ad;  
5 b) determining at least one targeting concept using  
6 at least the accepted targeting criteria  
7 information;  
8 c) determining a representation of the determined  
9 at least one targeting concept; and  
10 d) associating the determined representation with  
11 the ad.

1 Claim 27 (currently amended): The computer-implemented  
2 method of claim 26 wherein the act of determining at  
3 least one targeting concept further uses at least  
4 information from other ads using the same or similar  
5 targeting criteria information.

1 Claim 28 (currently amended): A computer-implemented  
2 method for determining concepts of a request, the method  
3 comprising:  
4 a) accepting request information;  
5 b) determining at least one concept using the  
6 request information;  
7 c) generating a representation of the determined at  
8 least one concept, wherein a score of least one of  
9 the at least one concepts in the generated  
10 representation is adjusted using performance  
11 information of advertisements that have been served  
12 pursuant to the concept.

1 Claim 29 (currently amended): The computer-implemented  
2 method of claim 28 wherein the at least one concept  
3 includes a "no concept" concept.

1 Claim 30 (currently amended): The computer-implemented  
2 method of claim 28 wherein the performance information is  
3 advertisement selection information.

1 Claim 31 (currently amended): The computer-implemented  
2 method of claim 28 wherein the performance information is  
3 conversion information.

1 Claim 32 (currently amended): A computer-implemented  
2 method for adjusting a score of a concept relative to a  
3 request, the method comprising:

- 4 a) tracking performance information of  
5 advertisements served pursuant to the concept; and  
6 b) adjusting the score of the concept relative to  
7 the request using the tracked performance  
8 information.

1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 32 wherein the act of adjusting the score  
3 includes increasing the score if the tracked performance  
4 information is above a threshold performance level.

1 Claim 34 (currently amended): The computer-implemented  
2 method of claim 32 wherein the act of adjusting the score  
3 includes decreasing the score if the tracked performance  
4 information is below a threshold performance level.

1 Claim 35 (currently amended): The computer-implemented  
2 method of claim 32 wherein the act of adjusting the score  
3 uses the tracked performance of the concept relative to  
4 tracked performance of at least one other concept.

1 Claim 36 (currently amended): The computer-implemented  
2 method of claim 32 wherein the performance information is  
3 advertisement selection information.

1 Claim 37 (currently amended): The computer-implemented  
2 method of claim 32 wherein the performance information is  
3 conversion information.

Claims 38-59 (canceled)

1 Claim 60 (currently amended): Apparatus comprising:  
2 at least one processor;  
3 at least one communications interface; and  
4 at least one storage device, the storage device  
5 storing program instructions which, when executed by the  
6 at least one processor, perform a method including:  
7 a) ~~an input for~~ accepting ad information;  
8 b) ~~means for~~ determining at least one of (1) a  
9 candidate concept and (2) a candidate concept  
10 indicator using the accepted ad information;  
11 c) ~~means for~~ presenting the determined at least one  
12 candidate concept and candidate concept indicator to  
13 an advertiser; and  
14 d) ~~means for~~ determining a representation of the  
15 concept targeting information for the ad using, at  
16 least, advertiser feedback to the presented at least

17 one candidate concept and candidate concept  
18 indicator.

1 Claim 61 (currently amended): The apparatus of claim 60  
2 wherein the stored program instructions which, when  
3 executed by the at least one processor, perform a method  
4 further including comprising:

- 5 e) ~~means for~~ determining at least one of (1) a  
6 further candidate concept and (2) a further  
7 candidate concept indicator using advertiser  
8 feedback; and  
9 f) ~~means for~~ presenting the determined at least one  
10 further candidate concept and further candidate  
11 concept indicator to the advertiser.

1 Claim 62 (original): The apparatus of claim 60 wherein  
2 the candidate concept indicator is a previously processed  
3 search query to which the ad would have been relevant.

1 Claim 63 (currently amended): Apparatus comprising:  
2 at least one processor;  
3 at least one communications interface; and  
4 at least one storage device, the storage device  
5 storing program instructions which, when executed by the  
6 at least one processor, perform a method including:

- 7 a) ~~an input for~~ accepting targeting criteria  
8 information associated with an ad;  
9 b) ~~means for~~ determining at least one targeting  
10 concept using at least the accepted targeting  
11 criteria information;  
12 c) ~~means for~~ determining a representation of the  
13 determined at least one targeting concept; and

14 d) ~~means for~~ associating the determined  
15 representation with the ad.

1 Claim 64 (currently amended): The apparatus of claim 63  
2 wherein the act of ~~means for~~ determining at least one  
3 targeting concept further uses ~~use~~ at least information  
4 from other ads using the same or similar targeting  
5 criteria information.

1 Claim 65 (currently amended): Apparatus for determining  
2 concepts of a request, the apparatus comprising:  
3 at least one processor;  
4 at least one communications interface; and  
5 at least one storage device, the storage device  
6 storing program instructions which, when executed by the  
7 at least one processor, perform a method including:  
8 a) ~~an input for~~ accepting request information;  
9 b) ~~means for~~ determining at least one concept using  
10 the request information;  
11 c) ~~means for~~ generating a representation of the  
12 determined at least one concept, wherein a score of  
13 least one of the at least one concepts in the  
14 generated representation is adjusted using  
15 performance information of advertisements that have  
16 been served pursuant to the concept.

1 Claim 66 (original): The apparatus of claim 65 wherein  
2 the at least one concept includes a "no concept" concept.

1 Claim 67 (original): The apparatus of claim 65 wherein  
2 the performance information is advertisement selection  
3 information.

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1 Claim 68 (original): The apparatus of claim 65 wherein  
2 the performance information is conversion information.

1 Claim 69 (currently amended): Apparatus for adjusting a  
2 score of a concept relative to a request, the apparatus  
3 comprising:

4 at least one processor;  
5 at least one communications interface; and  
6 at least one storage device, the storage device  
7 storing program instructions which, when executed by the  
8 at least one processor, perform a method including:

- 9 a) ~~means for~~ tracking performance information of  
10 advertisements served pursuant to the; and  
11 b) ~~means for~~ adjusting the score of the concept  
12 relative to the request using the tracked  
13 performance information.

1 Claim 70 (currently amended): The apparatus of claim 69  
2 wherein the act of ~~means for~~ adjusting the score includes  
3 ~~include means for~~ increasing the score if the tracked  
4 performance information is above a threshold performance  
5 level.

1 Claim 71 (currently amended): The apparatus of claim 69  
2 wherein the act of ~~means for~~ adjusting the score includes  
3 ~~include means for~~ decreasing the score if the tracked  
4 performance information is below a threshold performance  
5 level.

1 Claim 72 (currently amended): The apparatus of claim 69  
2 wherein the act of ~~means for~~ adjusting the score uses the

3 tracked performance of the concept relative to tracked  
4 performance of at least one other concept.

1 Claim 73 (original): The apparatus of claim 69 wherein  
2 the performance information is advertisement selection  
3 information.

1 Claim 74 (original): The method of claim 69 wherein the  
2 performance information is conversion information.